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## Partner Spotlight: John from The Retro Shack

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**[The Retro Shack \(https://www.homeaway.com.au/holiday-rental/p9015079\)](https://www.homeaway.com.au/holiday-rental/p9015079)** in Aldinga Beach, SA has been operating for over ten years. The owner, John, has created a truly unique experience that enables guests to step back in time and experience the carefree 1950s.

### **What makes your property unique?**

The Retro Shack is an authentic fibro beach shack built in 1955 and painted in pastel hues with genuine 50s fixtures and fittings, and a concrete flamingo in the backyard. There are retro entertainment options, including vintage magazines and books, board games and an extensive selection of 1950s to 1990s DVD movies and CDs. There is also a full-size stand-up 1980s video games machine featuring 60 games, including Space Invaders, Pacman and Frogger. It has proved to be a big hit with guests of all ages.

### **What tips do you have for others in the industry?**

- Don't be afraid to have a "point of difference" and stand out from the crowd. Guests love to stay at a place that is completely unique.
- Respond as quickly as possible to enquiries to maximise conversions to bookings.
- Regularly perform searches for your area to ensure that your pricing is competitive and attractive when compared with other similar properties.
- Make your property as relaxing as possible! Our large backyard is pet-secure and child-friendly, and features play equipment so the kids will be happy playing for hours. We have also planted trees that attract a wonderful selection of native bird life.

### **How do you encourage repeat custom?**

We always ensure we reward guests for choosing our rental and thank them if they left the place tidy on departure. We also ask for suggestions for improvement and have implemented many enhancements over the years as a direct result of constructive guest feedback. We love the mini-relationships we form with many of our guests through the enquiry, arrival and post-departure follow-up communications and think our friendly demeanour has resulted in many repeat HomeAway bookings.




**What has been the most interesting thing that has happened in your property?**

Our property was featured as the backdrop for a clothing shop sale brochure that we have on display.

One very resourceful group decided to replicate the entire fashion shoot and left us photos of their recreation, which featured them very accurately copying the models' poses and facial expressions! It was extremely funny to see.



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